The Customer Experience Just Got More Personal

Direct Mail is the new digital channel
you didn't know you needed

INDEX

b:

1

INTRO

The Continued Shift Toward Hyper-personalization

The popularization of email and the rise of the internet in the early 2000s allowed brands to reach more individuals in new and exciting ways. This ability to deliver increasingly meaningful messaging has driven marketers to explore ways to create deeper engagement ever since.

This is because personalization works.

Sending the right messages at the right time throughout the customer journey is the key to acquiring new customers and turning existing consumers into raving fans and brand loyalists.

CONVERTS 202% BETTER

Personalized calls-to-action convert 202% better than generic calls-to-action.[1]

3 out of 4 consumers are more likely to buy from you if you know their name and recommend products based on their purchase history and preferences.[3]

56% INCREASE

Marketers see an average 56% increase in sales when they use personalization.[2]

INTRO

As marketing methods continue to evolve, so do consumers. They want reasons to believe, expect recommendations that align with their behaviors and lifestyle, and demand memorable experiences at every point in the customer journey.

In other words, they need brands to **REALLY KNOW** them.

The secret to really knowing your customers is knowing what they want. Only today, it's no longer a secret. Our audiences tell us what they want and where they are likely to go next through every online activity, from search to visits and clicks. This activity reveals vast amounts of data. Using CRM and segmentation strategies, marketers are analyzing and applying this data to personalize content that builds the often elusive emotional connection we, as marketers, all strive to create.

It's clear that great marketers are going deeper, exploring the ways that data — and channels — can deliver hyper-personalized experiences. While always looking ahead, they are also recognizing the value of revisiting traditional methods through a recalibrated lens. They are finding that recent advancement in technology is illuminating an untapped potential in traditional methods.

THIS IS PARTICULARLY TRUE OF DIRECT MAIL.

YOUR LOGO
STYLE THAT FITS YOU.
New Arrivals handpicked just for you.

25% OFF YOUR PURCHASE

72%
ENGAGE

72% of consumers say they only engage with personalized content.[4]

Why Direct Mail Belongs in Your Digital Channel

b:

As digital marketing channels become increasingly crowded, standing out in that crowd is challenging. Brands that once relied on "being clever" are finding more success in "being real." This means investing in sending the right message to the right audience at the right time. Direct mail has been successful in doing just that — and the data proves it.

Through continued advancements in technology, direct mail opportunities are even greater.

FOR THE DIGITAL AGE

92%
OF MILLENIALS
have had a purchasing decision influenced by direct mail.[9]

82%
OF MILLENIALS
view print messages as more trustworthy than digital.[8]

90%
OPEN RATE
(compared to 20-30% of email).[5]

ROI
1,300%
US advertisers spent $167 per person on direct mail to earn $2,095 worth of goods sold.[7]

70%
of US consumers prefer traditional mail for cold, unsolicited offers.[6]

4

5 REASONS
to Invest in Direct Mail

Baesman's state-of-the-art Digital Web Press. **Learn More >**

1 Speed

Being first remains an important strategy in marketing. The roadblock of what was once a time consuming and cumbersome process in producing direct mail has been removed. State-of-the-art digital web presses are enabling unrivaled speed-to-market. In turn, marketers can now deliver timely offers and respond to events faster. **In some cases, a printed piece can be in the mail just 48 hours after proof approvals.**

2 Cost

Direct mail is becoming more accessible for the budget conscious. Efficiencies like paper-roll-based printing and inline finishing mitigate costs and offer discounted postage for high-volume runs because all versions run as one mail stream. Finally, the ROI is significant; **in many cases, for just a 10% increase in spend, brands can get really personal with direct mail.**

5 REASONS
to Invest in Direct Mail

b:

3 Data

It's easier than ever to find out more than ever about your customers. **This access to data is the intersection of your digital and traditional print strategies.** With lowered costs of printing and the versatility of handling larger formats, marketers can now afford to translate the greater insights gained through accessing multiple data sets into deeply personal, tailor-made versions of the same campaign. Multiple data inputs can be used to inform content, promotions, and more.

4 Quality

Digital printing has removed many barriers — speed, cost, and flexibility — while achieving the best qualities of offset printing. This includes advancements in water-based inks specifically designed to be compatible with coated papers, **which offer more vibrant color tones, accurate color matching, and overall quality.**

5 REASONS
to Invest in Direct Mail

5 Deeper Engagement

A study of the neurological impact of marketing on the brain revealed that direct mail is easier to understand and creates stronger brand recall than digital media. This is because direct mail is considered more "action oriented." **Its physical format is better at stimulating the thought processes that influence consumer behavior.** Pairing direct mail with digital communications can reinforce your message.
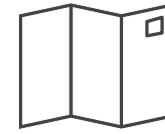

EXAMPLE:
A car company uses specific data — current car model, monthly payment, and features — to create engaging personalized offers for existing customers.

How to Implement DM as a Digital Strategy

The truth is, even the biggest digital companies in the market — **Amazon, DoorDash, Square, and even Google** — are reaching audiences through highly personalized direct mail campaigns.

Here are some practical ways to join them, starting with data.

Create Variable Content →

Utilize Adaptive Templates →

Discover New Revenue Streams →

Stay Abreast of Current Trends →

Find the Right Partner →

It Starts and Ends With Data

The good news is we have more access to highly specific data than ever before. The bad news is it can be confusing to understand and overwhelming to sort out. Here are a few suggestions to make your data both relevant and practical:

1. Start with the data you're already collecting. Evaluate how (or if) you are using it to inform any current strategy you already have in place.

2. Examine what your data is telling you about your current audience. If there are holes, seek out new (or previously unutilized) data inputs and predictive analytics that align with your brand.

3. Consider pulling data from multiple sources in an effort to hyper-personalize.

4. If the data isn't providing the insights you were expecting, try following the new data to recalibrate your strategy.

Sound overwhelming? It doesn't have to be. Find a partner who can help you pull, organize, analyze, write and program codes, and execute on your behalf. Many organizations specialize in helping you get the most out of your data, with very little lift for marketers. **Data shouldn't feel scary or overwhelming. It should feel exciting and brimming with possibilities.**

YOUR BOARDING PASS TO VENICE AWAITS YOU!

FLIGHT DTK253

FROM	TO
SJC	✈ VCE

GATE	BOARDING TIME
25	03:25

DOE / JOHN

SEAT
25A

Create Variable Content

In the early days of one-to-one marketing, personalization was little more than generating individual names onto a message. Not anymore. Today, customization runs the gamut. Once mined, data can be used to:
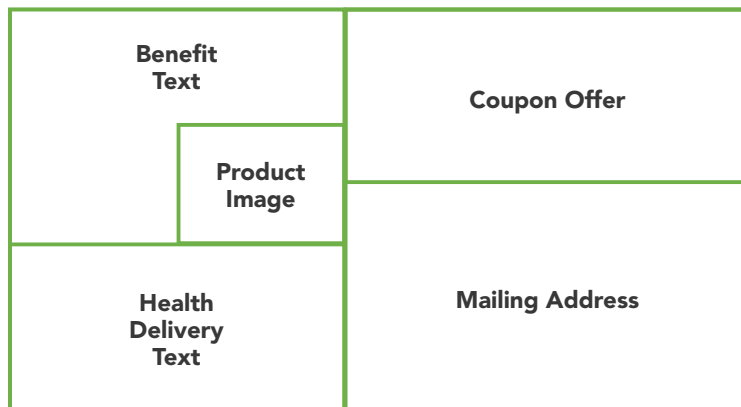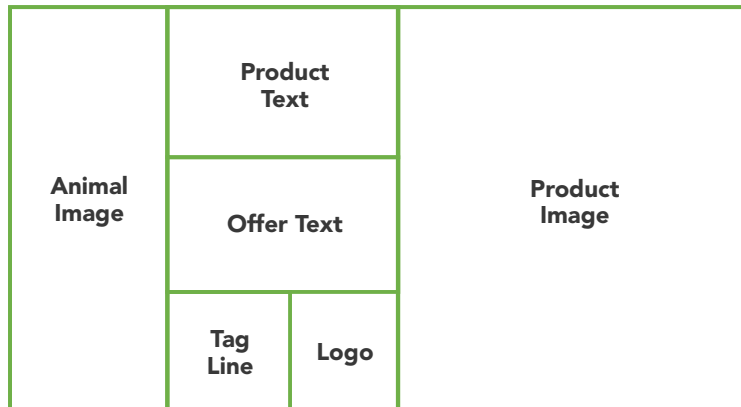
○ Market unique products.

○ Create promotional offers.

○ Modify pricing and more based on location, income, purchasing behavior and other factors.

ALL IN THE SAME PRINT RUN.

Encourage a New Customer to Return

SPECIAL OFFER
Come back and claim your free
SIDE ITEM
HOT PIZZA
HOT, FRESH AND BY THE SLICE

SPECIAL OFFER
We owe you an order of
STICKS!
HOT PIZZA
HOT, FRESH AND BY THE SLICE

Keep an Existing Customer Happy

Utilize Adaptive Templates

With the ability to deploy multiple versions of a single campaign, creating adaptive templates allow you to work smarter. You can make variable placeholders for images, copy, color, offers, and more that can be displayed differently based on customer data. This practice saves time, significantly reduces design costs, and shifts focus to the strategic execution of precise messaging.
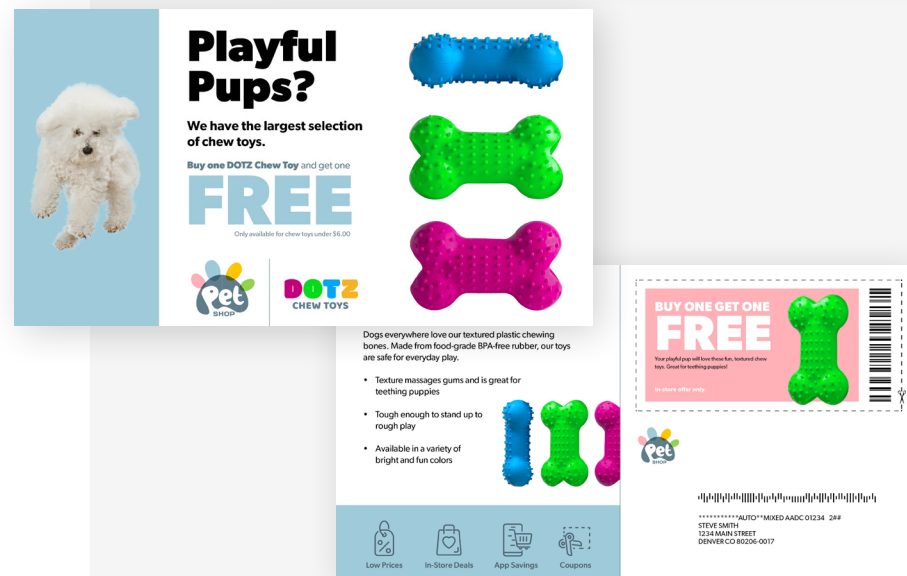
TRENDINGTRAVEL

DESTINATION GUIDE
YOUR BOARDING PASS AWAITS YOU!

Exploring new and exciting landscapes is in our blood. There's a world of excitement out there just waiting for you. All it takes is a dream, a destination, and a plan. That's where TrendingTravel comes in. We know that travel creates lifelong memories and makes a lasting impression. Let our team of experienced travel agents guide you through the journey of a lifetime!

EXPLORE MORE AT TRENDING-TRAVEL.COM

FLIGHT DTR

FROM
SJC

TO
VCE

GATE
25

BOARDING TIME
03:25

DOE / JOHN

SEAT
25A

EXAMPLE:
A travel company can insert partner ads in its direct mailers to simultaneously drive ad revenue while offering its customers complimentary services.

Discover New Revenue Streams

Methods for marketing are limited only by creative imagination. Why not supplement a marketing budget by building dedicated ad space within your direct mail? Allowing complementary brands to advertise to segments of your customer base focused on shared demographics is a great way to bolster revenue and reinforce that you understand your audience.

Stay Abreast of Current Trends

The desire to stand out in a crowd is the key to successful marketing. At the same time, following trends — particularly those caused by mass shifts in consumer behavior — can be very useful in continuing to understand your core audience and adapting your business accordingly.

Here are the trends we are seeing...

Postcards

This classic piece of collateral is likely to remain relevant for a couple of basic reasons. Fundamentally, the open rate on a postcard is 100% — even a quick scan makes considerably more of an impact than an unopened envelope. The cost of postage is another. **Currently, the use of postcards is up 19%.**[10]

Create Concise Content

The days of full-page ads with 500 words on the features and benefits of an oven cleaner are long gone. In fact, word count has been consistently decreasing for 20 years. Advances in design that allow marketers to say more with imagery account for much of that change, as do shortened attention spans from consumers.

Integrate Digital CTAs

In the same way that the big digital companies are using paper to reach customers, the smallest of businesses are including elements like QR codes and digital CTAs (requests for follows on social media or web addresses for more information) onto print collateral. These have replaced the once-standard practice of Business Reply Mail.

Current Trends Continued...

Be Eco Friendly

The use of environmentally friendly language on printed pieces is growing. Statements printed on recycled paper, use of Forest Stewardship Council certified logos, and printing with soy ink are becoming common. Many pieces also ask the reader to "please recycle." Overall, the industry is seeing a sharp uptick in words relating to sustainable practices, especially in the retail, non-profit, and finance industries.

Get Industry Specific

Industries are getting very specific with their direct mail content and procedures. For instance, in the healthcare industry, following HIPAA regulations is crucial. And in the financial industry, personal identifying information (PII) must be taken into account. For these and other industries, this will impact the content and the format of direct mail (e.g. self mailers versus letter packages).

Finding the Right Partner

Are you convinced of the impact that direct mail can have on your organization and ready to deploy it as a part of your digital marketing strategy? Now what?

Access to flexible and dynamic tools doesn't automatically make things easier. In fact, the prospect can be downright intimidating. That's why it can be helpful to seek out an experienced partner you can trust who is willing to guide you through all of the necessary steps.

When thinking about how you might execute a direct mail campaign, here are some things to consider and discuss with a prospective partner:

○ **Have a clear objective.** Before diving right into creative, understand what your goals are.
○ **Reach beyond mere sales goals.** You can aspire to reach a new demographic or enter a new market.
○ **Get as specific as possible.** Specification breeds clarity.

Break down the data.

While you gather customer data, the right partner can help you properly mine, measure, and continue to evolve how the data is leveraged.

- **Gather**: Understand the various options of data collection that are reasonably available to you and the advantages/disadvantages of each.

- **Mine**: Not all data is created equal. Know how to mine the data you've collected for the right analytics to create strategies.

- **Measure**: Identify control groups and interpret the results into actionable next steps.

- **Evolve**: Learn to anticipate your customer's needs by understanding their preferences at every touchpoint along the customer journey, using the results to sharpen the next approach.

- **Ensure security**: Above all, you need be make sure whoever hosts your data can do so securely. If you lose the trust of your customers, you lose their business.

Don't get overwhelmed. All of the steps above can be handled by an experienced, strategic direct mail partner.

Let a partner like Baesman do the heavy lifting so you can focus on your other priorities. You can gather your data, and your partner can mine, measure, and help you continue to evolve.

Conclusion

Any advancement in digital marketing that sheds outdated practices can be invigorating to the industry. What is truly innovative, however, is to take a tried-and-true strategy and reframe it for the Digital Age.

This makes direct mail the perfect component for your digital marketing channel. Any factors that might have made it less of an appealing choice — like speed and cost — have been remedied through advances in technology.

No matter who you're trying to reach on the customer journey, direct mail can help you get closer than ever.

About Baesman

Helping our clients build and nurture personal relationships with their customers — from acquisition through loyalty — is what we do best. This is accomplished through CRM, printing, fulfillment, and loyalty programs. Our data-driven strategies deliver deeply personal communications to your audience where they are and when it matters most, all with unmatched data security.

We'll help you achieve more than you thought possible with:

- CRM Strategy and Analytics
- Personalized Email, SMS, and Direct Mail Programs
- Small and Large Format Printing
- Warehousing and Fulfillment
- Loyalty Programs

SOURCES

1. https://www.hebergementwebs.com/marketing/personalized-calls-to-action-are-202-more-effective-than*

2. https://outgrowco.medium.com/19-personalization-statistics-you-need-to-know-in-2020-6c6362fcb27a#:~:text=to%20 generic%20emails.-,2.,is%20their%20number%20one%20priority.* (#2)

3. https://newsroom.accenture.com/news/consumers-welcome-personalized-offerings-but-businesses-are-struggling-to- deliver-finds-accenture-interactive-personalization-research.htm*

4. https://www.smartinsights.com/ecommerce/web-personalisation/consumers-personalized-marketing-engagement/#:~ :text=According%20to%20SmarterHQ%2C%2072%25%20of,e%2Dcommerce%20marketing%20strategy%20needs.*

5. https://www.compu-mail.com/statistics/25-direct-marketing-statistics-for-2020#:~:text=General%20Statistics%3A, pieces%20of%20mail%20every%20week.&text=Up%20to%2090%25%20of%20direct,never%20done%20business% 20with%20you. (#8)

6. https://www.postalytics.com/blog/statistics-on-direct-mail/ (#13) [Their source - ANA/DMA Response Rate Report, 2018 - general web address https://www.ana.net/content/show?id=thedmaorg-redirect]

7. https://smallbiztrends.com/2017/01/direct-mail-marketing-statistics.html#:~:text=U.S.%20advertisers%20spend%20 %24167%20per,percent%20higher%20than%20digital%20media.*

8. https://www.postalytics.com/blog/statistics-on-direct-mail/ (#14) [Their source - Millennials and Mail… no author https://www.uspsdelivers.com/millennials-and-mail-5-myths-and-the-truth-behind-them/]

9. https://www.postalytics.com/blog/statistics-on-direct-mail/ (#17) [Their source - https://nationalmortgageprofessional.com/ news/56978/millennials-prefer-direct-mail]

10. https://www.whosmailingwhat.com/*

baesman:

We get personal.

LET'S GET PERSONAL

Want to see how personalization can boost your ROI? Let us show you.

www.baesman.com
getpersonal@baesman.com
614.771.2300